



FEMA

QUICK RESPONSE

Fire Safety in the News

The U.S. Fire Administration's Quick Response Media Corps is a grassroots effort that provides fire safety information from the sources who know the facts the best – the fire service. QR Media Corps is open to all members of the fire service who are interested in helping to increase fire safety messages in the news. USFA recognizes the great work members do to educate communities through the local media about the importance of fire safety and prevention. On behalf of USFA, please ask your fellow fire service members to sign up for QR Media Corps. To refer a friend or receive the enrollment form, please e-mail quickresponse@hagerssharp.com.

Sincerely,

Kathy Gerstner

National Fire Programs

U.S. Fire Administration

Observing National Fire Prevention Week: Use Candles with Care

National Fire Prevention Week, October 9-15, is an occasion for getting fire safety messages in the news. USFA encourages QR Media Corps members to contact local newspapers, radio, and television stations and offer information during the week about fire safety in the community.

Tips for doing this include:

- Write an op-ed or a "letter to the editor" for your local newspaper, featuring a local fire story and listing fire safety facts from one of the QR fact sheets.
- Contact the news director at local radio stations, and offer to do an interview during National Fire Prevention Week. Choose a fire safety fact sheet to use as reference, such as the Escape Planning fact sheet.
- Call local television stations and ask if they'd be willing to broadcast a story featuring fire safety facts from QR fact sheets. Also ask them to add this link www.usfa.fema.gov to their Web sites beginning anytime between October 9 and 15.

Tell us how it goes! E-mail quickresponse@hagerssharp.com and report your success.

USFA Releases Structure Cooking Fires Report

USFA released a report of structure cooking fires as a part of its Topical Research Series, detailing data from 2002. The findings again showed that cooking is the leading cause of fires and fire injuries in residential structures. To access the report, visit <http://www.usfa.fema.gov/statistics/reports/pubs/tfrs.shtm>.

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North Platte, NE – On September 22, 2005, a woman died in a home fire caused by careless smoking. Media in the North Platte area received the QR fact sheet on careless smoking and consequently requested a local fire service member for interviews. As a result, Fire Marshal for North Platte George Lewis, who is a member of the QR Media Corps, will take part in interviews

on both a local television station and radio station. The broadcasts will air during National Fire Prevention Week.

Jefferson County, KY (Louisville, KY) – On August 11, 2005, a 42-year-old woman was killed in a home fire. The victim initially escaped and then went back into the burning structure to save her cat. The cat also died in the fire. The *Courier Journal*, after receiving a QR fact sheet, included fire safety tips and the USFA Web site link in a follow-up story on the fire.

We Want to Hear From You!

Please e-mail quickresponse@hagerssharp.com with your success stories of getting fire safety in the news, contact information updates, or other questions and comments.